

Sinclair Broadcasting's decision to force their stations to air an anti-Kerry documentary days before the election is a clear example of the dangers of media consolidation.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. But when large companies control the airwaves, we get more of what's good for the bottom line and less of what we need for our democracy. Their goal is clear. Use the public's airwaves to sway the election in favor of an administration that staunchly allows companies like Sinclair to get even bigger. Great for Sinclair's bottom line – terrible for our democracy.

It's not about liberal or conservative. It's about corruption, the destruction of democratic discourse, and Big Media trying to skew elections. Instead of something produced at "News Central" far away, it's more important that we see real people from our own communities and more substantive news about issues that really matter.

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. They show why the license renewal process needs to involve more than a returned postcard. Bigger companies should mean bigger responsibilities and more accountability.

Thank you,
Terri J. Keeter